



NOVEMBER 2021

VOLUNTEER APPRECIATION

KEEP NORFOLK BEAUTIFUL NEWSLETTER



thank you

FOR LOVING
OUR CITY!



To our volunteers,

This Thanksgiving, KNB thanks you for your work to Keep Norfolk Beautiful, because without you, our mission is not possible. You are the support and backbone of our organization, and play an essential role in the beautification and wellbeing of our city. Thank you for your continuous hard work, dedication, and passion for keeping Norfolk beautiful!

**2,000+
VOLUNTEERS**

**38,000 POUNDS OF
LITTER**

**7,289 VOLUNTEER
HOURS**

**\$200,000+ SAVINGS
TO THE CITY**

To volunteer with KNB, please visit www.norfolk.gov/knb or contact knb@norfolk.gov.

UPCOMING EVENTS

JAM'N JAMZ FRUIT AND NUT TREE GIVEAWAY @ LAFAYETTE PARK

Save the date, January 29 for the biggest *FREE* fruit and nut tree giveaway of the year, courtesy of FONE! Join us at Lafayette Park from 10:00 AM to 1:00 PM to pick up your tree. This event is only open to Norfolk residents.



LITTERATI CITY FINGERPRINT PROJECT



The City of Norfolk, Keep Norfolk Beautiful, and Litterati launch the City Fingerprint Project to expand data monitoring systems for litter prevention.

The global litter data science company, Litterati, has selected the City of Norfolk, along with Hayward, CA and Memphis, TN, to participate in the exciting new **City Fingerprint Project using the Analyze platform!** Analyze utilizes a data science approach to develop a litter composite baseline throughout certain sections of the city, including commercial corridors or illegal dumping hotspots. In turn, this provides government partners with the who, what, where and when on litter to better develop prevention strategies. Keep Norfolk Beautiful looks forward to the partnership and strongly believes this will improve our efforts to create a litter free Norfolk. For more information on Litterati, visit litterati.org now.



SPECIAL WASTE COLLECTION EVENT

On Saturday, November 13, KNB held our biggest SWCE of the year at Southside STEM Academy! 175 cars participated from 13 Norfolk zip codes. Special thanks to our vendors SPSA, Goodwill, and Iron Mountain, our partners at FONE, Norfolk Public Schools, and all the volunteers who made this event possible. In addition to waste collection, this event also offered a free tree giveaway through FONE, with 93 trees distributed. FONE's tree giveaways help build our tree canopy to manage flooding, air quality, heat related illnesses and much more. If you missed this event, be on the lookout for our Spring Special Waste Collection event in 2022!

KNB
HAPPENINGS

STAY UP-TO-DATE

VOLUNTEER OPPORTUNITIES

VOLUNTEERS NEEDED for Community Garden Workdays at 26th and Church Street! Volunteers will be assisting with installing a new water catchment system and additional tasks such as transplanting berry plants and perennial herbs, building a spiral herb garden and a hugelkultur bed, and sheet mulching. Dates include December 18 & January 15 from 9:00 am - 12:00 pm.

VOLUNTEERS NEEDED for exotic plant removal at the Hermitage Museum and Garden on Wednesday, December 8 from 8:00 am - 12:00 pm.



Green Star Teacher Awards

Celebrating 10 years together with \$10,000 in funding for Hampton Roads environmental educators.

Nominate a teacher at askHRgreen.org/GreenStar

Courtesy of askHRgreen, you can nominate an exceptional environmental educator who goes above and beyond! The application deadline is December 15 and nominations are easy to submit online here: www.askHRgreen.org/greenstars.



To volunteer, request a workshop, speaker or a [Green Bucket](#) litter kit, e-mail knb@norfolk.gov or call 757-441-1347.

Please call or e-mail in advance. Visit [our website](#) for details on how you can help Keep Norfolk Beautiful.

RECYCLE YOUR TREE!



Holiday trees* will be collected curbside on your regular collection day by Waste Management.

**December 28, 2021 -
January 28, 2022**

**FREE Tree* drop off is available at 1176 Pineridge Rd.
Tuesday-Friday from 10am-2pm.**

*Live trees must be free of lights, decorations, tinsel and artificial elements.

ZERO WASTE HOLIDAYS

While the holidays may be full of cheer, excess waste can quickly ruin the joy. Here are some tips for minimizing single-use items without sacrificing the spirit of the season:

1. **Choose scratch over store-bought or take-out.**
2. **Shop local for gifts and meals.**
3. **Use sustainable décor and gift wrap.**
4. **Serve on reusable dishes and dinnerware.**
5. **Provide or bring reusable containers for leftovers.**



For more sustainable gift and holiday ideas, visit sokindregistry.org or simplifytheholidays.org. Both services encourage the giving of homemade gifts, charitable donations, secondhand goods, experiences, time, day-of-event help, as well as practicing behaviors to encourage greener holiday celebrations.

KNB BY THE NUMBERS

Since July 1, 2021

- **Pounds of trash (lbs) TOTAL 38,394**
- **Adopt-A-Spot Cleanups 123**
- **Adopt-A-Spot Volunteers 1,530**
- **Adopt-A-Spot Volunteer Hours 6,016**
- **Community Cleanups 56**
- **Community Cleanup Volunteers 495**
- **Community Cleanup Volunteer Hours 980**
- **Youth Reached 355**
- **Education Kits 19**
- **Educational Presentations 17**
- **Number of Special Events 3**
- **Special Event Volunteers 32**
- **Beautification Events 10**
- **Beautification Volunteers 140**
- **Pet Waste Bags 40,000**
- **Green Bucket Brigade Volunteers 75**